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Customer No. 07278

Docket No. 06670/0001093-US0

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Laurent Bensemana

Serial No.: 09/740,641

Confirmation No.: 4378

Filed: December 19, 2000

Group Art Unit: 3623

For: SYSTEM AND METHOD FOR CREATING A TRUE CUSTOMER PROFILE

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on October 8, 2004, please amend the application as follows.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper